

## **Agricultural Management: Connecting Farmers to Local Markets**

- **Policy Guidance**
  - *Boulder Valley Comprehensive Plan*
    - *9.02 Local Food Production*
      - *The city and county will encourage and support local food production to improve the availability and accessibility of healthy foods and to provide other educational, economic and social benefits. The city and county support increased growth, sales, distribution and consumption of foods that are healthy, sustainably produced and locally grown for all Boulder Valley residents with an emphasis on affordable access to food for everyone and long term availability of food.*
- **Existing Conditions**
  - *Very limited existing opportunities for direct sales on OSMP properties:*
    - *Hay*
    - *Livestock (live)*
  - *Other opportunities for direct sales off of OSMP properties are limited to:*
    - *Farmers' markets*
    - *Restaurants*
    - *Institutions (such as Boulder Valley School District)*
    - *Wholesale*
    - *Off-site farm stands*
    - *CSAs*
    - *Off-site farm dinners*
  - *Desire for farmers to capture more direct sales.*
- **Objective(s)**
  - *Provide or improve resources to connect lessees to local markets.*
  - *Support and create opportunities for direct sales on-site and off-site.*
- **Management Strategies**
  - *Explore the feasibility of addressing missing links to connect lessees to local markets.*
    - *E.g. meat marketing co-op*
  - *Explore synergies between agricultural producers to meet local demand or develop new products*
    - *Bulking production or selling directly to other agricultural producers*
    - *Support for USDA grower/producer grants for innovative production ideas*
  - *Evaluate the compatibility of other on-site agriculturally related activities on OSMP lands.*
    - *The criteria and process will be developed as part of the Community Connections write-up.*
- **Measures of Success**
  - *Proportion of direct sales.*
  - *Percent of operators engaged in on-site direct sales.*

- Estimated Cost(s)

- \$\$ - \$\$\$\$

- *\$10,000 - \$500,000 depending on the permissible on-site agriculturally related activities and whether OSMP provides permanent infrastructure (e.g. parking, building retrofits, new builds)*